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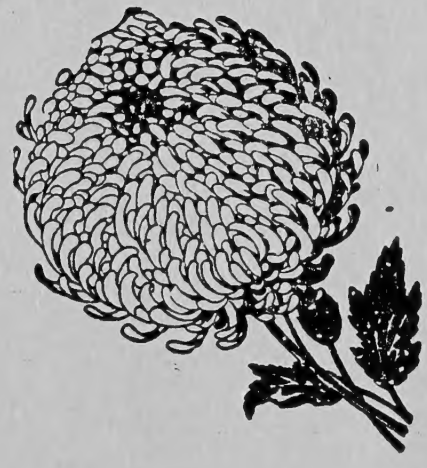
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CH

# COLORFUL MUMS

New and Choice

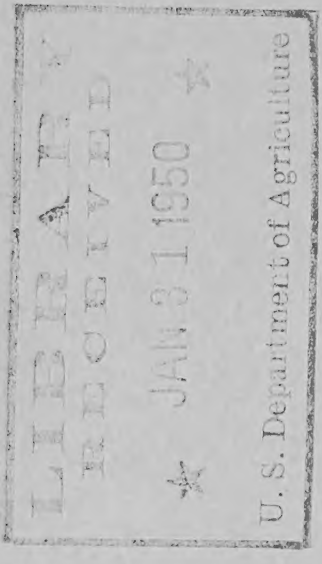
## Hardies Lead the Parade



Grown and for Sale by

**Farnam's Chrysanthemum Farm**

**New Blaine, Arkansas**



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# FARNAM'S CHRYSANTHEMUM FARM

Parcel Post.....

## When?

Amt. Inc.

Postage .....

**Total** .....

Date Rec'd. \_\_\_\_\_

Date Filled.....

How Shipped.....

## Refund

Ship to

Address \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office.....

**May We Substitute Equal or Better Values if Necessary? Yes\_\_\_\_\_ No\_\_\_\_\_**

WARRANTY—We give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we sell, and will not be in any way responsible for the crop. Our liability, in all instances, is limited to purchase price of the goods.

[illegible]

### EXTRA PLANTS SENT FOR POSTAGE

# FARNAM'S CHRYSANTHEMUM FARM

## NAW BLAINE, ARKANSAS

### DEAR FLOWER LOVING FRIENDS:

First, we wish to thank you for your liberal patronage in the past. We owe all our success to you. This year we will endeavor to give you even better service and higher class plants than ever before.

We do not claim to grow all the varieties of Chrysanthemums on the market as that would number into the hundreds, but we do try to have the loveliest, the hardiest and the most pleasing to our customers wherever they live. The early blooming kinds for localities where frost comes early, the later varieties for localities where killing frosts come late. We urge you to order early. Orders placed now will be given our very best attention and sent at proper planting time.

With best wishes and all success and much enjoyment in your garden. May it grow more beautiful year after year.

Sincerely yours,

M. FARNUM.

### PLEASE NOTE

Orders are accepted subject to conditions beyond our control. If your order cannot be filled to your satisfaction, your money will be refunded, ending our responsibility.

We cannot accept orders for less than six plants. All orders of one dozen plants sent postpaid. On orders for less than 12 plants add 25c extra for packing and mailing. We always add extra plants which take care of this extra expense.

Two gift plants of our selection but different from order will be sent free with orders of one dozen plants and over and two names and addresses of homeowners and flower lovers. If you wish to pay postage on your plants we will send plants of our newer varieties to more than cover this extra expense.

### BEGONIAS, ETC.

If interested in Rex Begonias, new small leaved Rex Begonias, unusual Fibrous Begonias—all good house plants—a stamped, self-addressed, envelope will bring you descriptive price list when ready.

### CHRYSANTHEMUM CULTURE

A few do's and don'ts: Plant in well prepared soil that has had a coat of manure the previous fall or winter if you have it, or an application of commercial fertilizer worked into the soil 10 days before planting. Side dress with any fertilizer about July 10th, again when buds appear just before a rain. Keep well cultivated, pinch out top when 6 or 8 inches high, again after the side branches have made good growth. Not after July 20th it might be too late for buds to set. Don't plant too near a building or tall trees. Give them room enough to develop and produce the blooms you expect. By all means dig up your old clumps each Spring, divide using the new shoots, destroy the old core. You will be rewarded for your labor.

### BOOK ON CHRYSANTHEMUM CULTURE

"Chrysanthemums and How We Grow Them Out of Doors," by the Portland Chrysanthemum Society. The finest book on the subject published. Price, \$1.50 postpaid.





# HARDY CHRYSANTHEMUMS

The following list of hardy Chrysanthemums are those we find most suitable for garden display and for cut flowers use. There are many types of Chrysanthemums from the low cushion Mums to the tall growing varieties. These are strong well rooted plants. This list consists of the leading varieties of 1949. Chrysanthemums are becoming more popular each year with flower lovers. They produce more flowers than any other kind for so little investment. Be sure and include some Chrysanthemums in your planting this year and you will have a wealth of bloom from late summer until heavy frosts. The low cushion Mums are suitable for rock gardens and border planting. Especially nice planted in front of your evergreens.

## WHITE

L—Low growth; M—Medium, 18-24 in; T—Tall, 28-36 in.

Marked \*—Surplus clumps available at 75c each, postpaid; dug when wanted

	Height	Matures	Each
YOUDATHS WHITE—The finest early white.....	M	Sept. 25	.35
CHRIS COLUMBUS—The finest early white pompom with wellow buds; fine cut flower.....	T	Sept. 20	.40
WINTERSET—One of the finest white garden Mums to date, blooming from early to late, with flowers 3" in size .....	T	Oct. 2	.40
PINOCCHIO—Glistening small white button Pompom, beautifully formed, good foliage, long stems; a pleas- ure to see and behold .....	T	Oct. 25	.40
IVORY GLOW—A full rounded double Pom, rich cream, of excellent habits, disbuds well .....	M	Oct. 15	.45
MINONG—Fine for cutflower work, snow white; firm, small Pom; good long sprays, good foliage.....	T	Oct. 15	.35
*MORNING STAR—Blooming creamy white; large bushy plant; ideal for border or foundation planting.....	M	Oct. 1	.35
WHITE DOTY—Fine, white Pom, extremely long stems, good foliage; fine cut flower.....	T	Nov. 1	.35
*RICHARD MONDELL—The largest Pom for disbudding; everyone likes it; stiff stem; good foliage.....	M	Nov. 1	.35
*OCONTO—Another fine Pom of purest white; good stems and foliage .....	M	Nov. 1	.35
*WHITE SEAGULL—A fine Pom for cutflower work; a week earlier than the Dotys .....	T	Oct. 25	.35

## PINK

*DAHILAMUM—Robust, quilled purplish wine flowers like a cactus dahila .....	M	Sept. 10	.25
JOAN HELEN—Thrifty, fuchsia purple, large blooms, yellow center; cushion type .....	M	Sept. 15	.35
*ROSITA—The little rose button, rounded plants, nice.....	M	Sept. 28	.25
*ALLEGRO—Glowing shrimp-pink suffused with copper salmon; fine for cutting and garden display.....	M	Oct. 7	.35
*HEATHERBLOOM—True heather pink, center shaded rose with gold tipping .....	M	Oct. 7	.25
SPELLBOUND—Very prolific lavender pink, excellent for garden display or cutting.....	M	Oct. 5	.35
BETTY—A splendid upright rose-pink; one of the finest new pinks; good cutflower; new and different.....	T	Oct. 20	.40
STRATFORD—New excellent Pom; lovely dark lavender; rounded blooms, good stems .....	M	Oct. 20	.40
LAVENDER PRINCESS—New, in dusky purple, long stems .....	T	Oct. 15	.40
TIFFANY ROSE—Very deep brilliant rose; excellent cut- flower .....	T	Oct. 20	.40
*CAROLINA YOSECK—This small lavender-pink Pom has dependable growing habits; long-rigid stems, fine sprays; holds color well even under our strong sun; excellent cutflower .....	T	Oct. 20	.35

### PINK—(Continued)

	Height	Matures	Each
*CHINESE ROSE—Lovely lavender, pink-tipped with gold; tight, round Pom; good cutflower .....	T	Oct. 28	.25
JEAN TREADWAY—An old-timer but still among the best; soft pink with red eye; good, rigid stems.....	T	Oct. 15	.25
JEWELRY—Dusky deep rose pink Button Pom; good stems; extremely hardy; good cutflower.....	M	Oct. 25	.35
LILLIAN DOTY—Finest shell pink Pom; disbuds well; none better for cutflower work.....	T	Nov. 1	.35
*JANE KELSEY—Extremely large single of bright rose lavender, with yellow center; rigid stems, good foliage; disbuds well; ideal cutflower .....	T	Nov. 1	.25
*MULDOON—Glorious blooms of plum red; good cutflower .....	T	Nov. 1	.25

### YELLOW

*ALGONQUIN—Brilliant early yellow, large fluffy blooms	M	Sept. 25	.25
*CHIQUITA—Early deep lemon-yellow Pom, low bushy growth .....	L	Oct. 1	.25
*HONEYCOMB—New intense buff-yellow Pom, extremely prolific and hardy .....	M	Sept. 20	.35
*CHARLES NYE—Fully rounded buttercup yellow Pom; excellent cutflower; good stems and foliage.....	M	Sept. 24	.35
*SUNDANCE—Delightful golden bronze Pom .....	M	Sept. 20	.25
*JUDITH ANDERSON—A fine early yellow button, bushy rounded growth .....	M	Oct. 10	.25
*YELLOW DOT—A strikingly medium-sized Pom of golden yellow with bronze eye; good long stems, good foliage; fine cutflower .....	T	Oct. 25	.35
YELLOW DOTY—Buff-yellow large Pom; long rigid stems, good foliage; disbuds well; excellent cutflower	T	Nov. 1	.35
TINTS OF GOLD—Intense golden yellow, large Pom; long rigid stems, good foliage; popular cutflower.....	T	Nov. 1	.35
LEMON BUTTON—Delightful tiny button Pom of lemon-yellow; good rigid stem and foliage; a must for cutflower .....	M	Nov. 1	.35
HILLCREST YELLOW—English Mum of large size; extra fine cutflower; disbuds well; fine in sprays.....	T	Oct. 20	.45

### RED AND BROWN

MRS. R. C. HASTINGS—A striking crushed strawberry-red; plants loaded with blooms; ideal for border or landscape .....	M	Sept. 25	.35
*SEPTEMBER BRONZE—Vivid, glowing bronze button Pom .....	L	Sept	.25
LOUISE SCHILLINGS—Bright crimson; strong upright stems; good cutflower .....	T	Sept. 25	.35
*SIENNA—A favorite dark copper orange .....	M	Sept. 25	.25
*CRIMSON SPLENDOR—Huge 4-inch crimson single; yellow disc .....	T	Sept. 25	.35
*AUTUMN GREETINGS—Vivid copper, gold tints .....	M	Sept. 25	.25
INDIAN—New English Indian Red and copper; rigid stems			
HILLCREST RED ENGLISH—Flowers are of striking quality, rich crimson with gold reverse on good stems; disbuds well .....	M	Sept. 25	.25
*COURAGEOUS ENGLISH—Superior dark ruby-red; 3½-inch blooms on strong upright stems; good foliage; holds color well.....	T	Oct. 20	----
AVIATOR—Daring copper-red, vigorous and easy to grow	T	Oct. 5	.45
JEMIMA—Good rounded bright reddish-bronze Pom; rigid stem, good .....	T	Sept. 20	.35
	M	Oct. 5	.25
	M	Oct. 25	.35

MOTHER'S DAY comes on May 8, so why not send her a lasting gift of Chrysanthemums or other plants. An order for "Mother's Day Gift" we will include a Mother's Day card.



## CUSHIONS

35c Each—\$3.50 Per Dozen

Extremely Hardy Cushion varieties; new Hybrid varieties are amazing in preponderance of flowers and density of growth. Much used in landscape and border plantings.

BRICK CUSHION—Bright luminous brick-red.

BRONZE CUSHION—Prolific, bright copper bronze.

PINK CUSHION—Very fine bright pink.

WHITE CUSHION—Blush bud, open purest white.

RED CUSHION—Dark red button type. Late.

## FIVE EXCELLENT U. S. D. A. '49 INTRODUCTIONS

All are of excellent habit. Good long stems; fine cutflowers; extremely hardy; fragrant. Flowering from September until killing frost Price, 45c each.

ANN—Free flowering, double white.

SARAH—Bronze to copper, unusual cut flower.

CAROL—Prolific, luminous rust red.

CATHY—Rich, showy, prolific, mellow purple.

RACHEL—Rich copper, good stems.

## FOUR INCOMPARABLE VARIETIES THAT ARE HERE TO STAY

TAMPICO—Stately bronze with full founded pompoms on long stiff stems; the finest early bronze Pom to date; very tall; Oct. 10th..... 50c each; 3 for \$1.40

RONNIE—A bewitching little button Pompon of glowing wine red; showy quantities on individual sprays. Ideal for cuts to use as filler for large Mums. Extremely tall, it's different. Oct. 5th..... 50c each; 3 for \$1.40

YELLOW EMPEROR—Truly a majestic flower for an outdoor Mum; rugged thick 8-in. to 24-in. stems which bear two and three perfectly formed pin-cushion-like blooms 4-5-in across of purest yellow. Magnificent show outside, unsurpassable for cutting. Oct. 15th..... 50c each; 3 for \$1.40

CUTIE—A profusion of tiny cherry-red buttons covering a sturdy, compact 24-in. plant; durable flowers and foliage lasting long after early frost and light freezings; extremely prolific. Unrivalled for potting, both inside and out. Long stems. Flowers and foliage have beautiful, harmonious blend. 50c each, 3 \$1.40

## LARGE FLOWERING COMMERCIAL VARIETIES

To produce those blooms, they must be disbudded, leaving from one to four blooms per plant. Pinch tops when plants are eight inches high. Cut back again first week of July.

	Price, each
MAJOR BOWES—Dark lavender; inc.; Oct. 25.....	.45
GARNET KING—A frost resistant dark red; inc.; Nov. 5.....	.45
HILDA BERGEN—Large incurved, dark reddish-bronze; easy to grow and very striking; Oct. 2.....	.45
MRS. H. R. KIDDER—Golden-yellow; good in sprays or disbudded will produce 6-in. flowers; Oct. 15.....	.45
SILVER SHEEN—A stately pure white incurved; excellent keeper, Oct. 20.....	.45
BRONZE FRICK—Buff-bronze; incurved; Nov. 25.....	.45
HELEN FRICK—Rose-pink; incurved; Nov. 25.....	.45
WHITE FRICK—White, suffused pink; Nov. 25.....	.45

We recommend taking up the Fricks and potting them in a 9-inch pot and bringing indor for winter blooming. It's no trick at all to do this, simply water well before and after; keep shaded for a day or two, and you will have Chrysanthemums for Christmas.

MARY KASTAK—(N. Yellow)—A hard to describe Mum; the dominant shade is yellow, overcast with orange, sometimes a deep bronze; allowed to gray in sprays, a lovely yellow; with the best of qualities; perfectly hard, with long-lasting blooms; when disbudded will grow any number of 5-inch blooms; if larger blooms are desired leave about four blooms to grow to a plant; if only one bloom is grown to a plant a 10-inch bloom may be expected. November 1..... Price, 50c each

**SPECIAL CHRYSANTHEMUM OFFER**—One dozen plants of our selection, labeled true to name, each different ..... \$2.50 Postpaid

